DOCUMENT RESUME

ED 075 629 VT 019 945

AUTHOR Applegate, Ronald; And Others
TITLE Office of Education Instructional Codes, Titles and Definitions for Use in Distributive Education.
INSTITUTION Delaware State Coll., Dover. Dept. of Education.
PUB DATE 72
NOTE 9p.

EDRS PRICE MF-$0.65 HC-$3.29
DESCRIPTORS *Codification; *Definitions; *Distributive Education; *Instructional Programs; Standards
IDENTIFIERS *Office of Education

ABSTRACT

This publication presents a code system developed by an ad hoc committee appointed by the United States Office of Education to be used for distributive education instructional programs. The code system is intended to assist in standardizing reporting by local and state educational agencies, thus providing better data for planning and implementing distributive education programs. Definitions of the programs with the codes assigned are included. (MF)

FILMED FROM BEST AVAILABLE COPY

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

ED 075629

OFFICE OF EDUCATION
INSTRUCTIONAL CODES, TITLES AND DEFINITIONS
FOR USE IN

VT019945

DELAWARE STATE COLLEGE
DOVER, DELAWARE 19901

1972

PREFACE

Because of some communications problems and past conflicts caused by different reporting systems, an Ad Hoc Committee, appointed by the U. S. Office of Education and working with the National Center for Educational Statistics, has developed code 04.00 00 00 for distributive education programs.

It is intended that this system will assist in standardizing reporting by local and state educational agencies and provide more meaningful data for planning and implementing sound occupational-vocational distributive education programs.

This publication was developed by the Distributive Education Interns, under the direction of Dr. Raymond J. Grandfield, Teacher-Educator, Delaware State College, Dover, Delaware, in the hopes that it will assist Teacher-Coordinators of Distributive Education and those preparing to become Teacher-Coordinators to do a better job of counseling, placing, and follow-up with their students.

D. E. Interns

Ronald Applegate
Doris Coleman
Richard Stewart

DISTRIBUTIVE EDUCATION

INSTRUCTIONAL CODES AND TITLES

04.00 00 00	Distributive Education
04.01 00 00	Advertising Services
04.02 00 00	Apparel and Accessories
04.03 00 00	Automotive
04.04 00 00	Finance and Credit
04.05 00 00	Floristry
04.06 00 00	Food Distribution
04.07 00 00	Food Services
04.08 00 00	General Merchandise
04.09 00 00	Hardward, Building Merchandise, Farm and Garden Supplies and Equipment
04.10 00 00	Home Furnishings
04.11 00 00	Hotel and Lodging
04.12 00 00	Industrial Marketing
04.13 00 00	Insurance
04.14 00 00	International Trade
04.15 00 00	Personal Services
04.16 00 00	Petroleum
04.17 00 00	Real Estate
04.18 00 00	Recreation and Tourism
04.19 00 00	Transportation
04.20 00 00	Other Retail Trade (Specify)
04.31 00 00	Other Wholesale Trade (Specify)
04.99 00 00	Other Instructional Programs (Specify)

DISTRIBUTIVE EDUCATION

04.00 00 00

Distributive Education includes various combinations of subject matter and learning experiences related to the performance of activities that direct the flow of goods and services, including their appropriate utilization, from the producer to the consumer or user. These activities include selling, and such sales-supporting functions as buying, transporting, storing, promoting, financing, marketing research and management.

Distributive Education is comprised of programs of occupational instruction in the field of distribution and marketing. These programs are designed to prepare individuals to enter, or progress or improve competencies in distributive occupations. Emphasis is on the development of attitudes, skills and understanding related to marketing, merchandising, and management. Instruction is offered at the secondary post-secondary, and adult education levels and is structured to meet the requirements for gainful employment and entrepreneurship at specified occupational levels. Distributive occupations are found in such areas of economic activity as retail and wholesale trade, finance, insurance, real estate, services and service trades, manufacturing, transportation, utilities, and communications.

Opportunities to develop leadership, social and civic awareness, and increased understanding of the world of work in distribution and marketing are provided through the Distributive Education Clubs of America, the youth organization for distributive education pupils. As an integral part of the instructional program, pupils engage in activities that extend their interests, skills and knowledges in selected aspects of distribution and marketing. Such organized activities under appropriate supervision, are referred to as cocurricular activities.

Included under this heading are instructional programs in Distributive Education, classified and identified as Items 04.01 00 00 through 04.99 00 00.

04.01 00 00 Advertising Services - Organized subject matter and learning experiences related to planning, development, placement, and evaluation tasks performed by distributive employees and management personnel in demand creation, and sales promotion activities utilizing displays, merchandising aids and mass media in such enterprises as advertising agencies, display houses, retail and wholesale establishments, and production industries.

04.02 00 00 Apparel and Accessories - Organized subject matter and learning experiences related to the variety of sales, fashion coordination, and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments primarily engaged in selling clothing of all kinds, including related articles for personal wear and adornment.

04.03 00 00 Automotive - Organized subject matter and learning experiences related to the variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail, wholesale, and service establishments engaged in selling, renting, storing or caring of cars and trucks, and in selling automotive parts, accessories, and equipment.

04.04 00 00 Finance and Credit - Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in institutions engaged in deposit banking and related services, extending credit in the form of loans, services allied with the exchange of securities and commodities, or consumer credit and collections.

04.05 00 00 Floristry - Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments engaged in selling floral arrangements, cut flowers, growing plants, artificial plants, and related items for ornamental use.

04.06 00 00 Food Distribution - Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel in establishments primarily engaged in selling food for home preparation and consumption, or selling a general or commodity line of food products at wholesale.

04.07 00 00 Food Services - Organized subject matter and learning experiences related to the sales and sales-supporting tasks performed by distributive employees and management personnel in establishments serving prepared foods and drinks for consumption on their own premises or at a place designated by the customer.

04.08 00 00 General Merchandise - Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel engaged primarily in selling various types of merchandise at retail in department stores, junior department stores, variety stores, general merchandise stores, discount stores, and catalog houses.

04.09 00 00 Hardware, Building Materials, Farm and Garden Supplies and Equipment - Organized subject matter and learning experiences related to various sales and sales-supporting tasks performed by distributive employees and management personnel in establishments engaged pri-

marily in selling one or more of the following product lines at retail, at wholesale, or to contractors: hardware, paint, wallpaper, lumber, building materials supplies and equipment for home construction, or farm and garden supplies and equipment.

04.10 00 00 Home Furnishings - Organized subject matter and learning experiences related to various sales and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments engaged primarily in selling home furnishings such as furniture, household appliances, floor coverings, draperies, and specialized lines of home items.

04.11 00 00 Hotel and Lodging - Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in establishments which provide lodging, lodging and meals, convention facilities, and other services on a year-round or seasonal basis to the general public or to an organization's membership.

04.12 00 00 Industrial Marketing - Organized subject matter and learning experiences related to the tasks performed by sales and management personnel in establishing market potentials and selling goods and services to business and institutional buyers for use in their operations.

04.13 00 00 Insurance - Organized subject matter and learning experiences related to the tasks performed by sales and management personnel for insurance carriers of all types, or by agents representing carriers and brokers dealing in the sale or placement of insurance contracts with carriers.

04.14 00 00 International Trade - Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in a variety of business establishments concerned with export sales, trade controls, foreign operations, attitudes, monetary problems, and other elements in international marketing.

04.15 00 00 Personal Services - Organized subject matter and learning experiences related to the tasks performed by sales and management personnel in establishments primarily engaged in providing services. Generally, these services are concerned with personal improvements and the care of a person or his apparel. Included in this category are laundries and drycleaning establishments, shoe repair shops, funeral homes, photographic studios, and dance or art studios.

04.16 00 00 Petroleum - Organized subject matter and learning experiences related to the variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail or wholesale establishments engaged in the distribution of petroleum products.

04.17 00 00 Real Estate - Organized subject matter and learning experiences related to tasks performed by persons who act for themselves or as agents for others in real estate brokerages or other firms engaged in buying, selling, appraising, renting, managing, and leasing of real property.

04.18 00 00 Recreation and Tourism - Organized subject matter and learning experiences related to the variety of sales, counseling, and sales-supporting tasks performed by distributive employees and management personnel in establishments primarily engaged in providing amusement, recreation, entertainment, recreational supplies and equipment, or travel services. This instructional program also is designed for employees and management personnel engaged in other travel-serving businesses who assume responsibilities for stimulating the local economy through tourism.

04.19 00 00 Transportation - Organized subject matter and learning experiences related to the physical movement of people, personal effects and products, and the sales, storing, and sales-supporting tasks performed by distributive employees and management personnel in enterprises engaged in passenger and freight transportation, public warehousing, and services incidental to transportation.

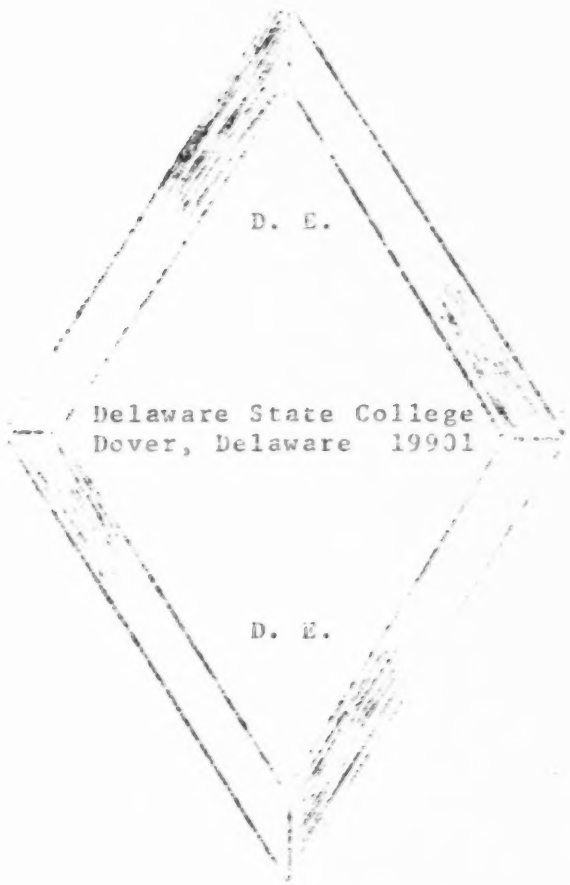
04.20 00 00 Other Retail Trade - Include here other organized instructional programs and learning experiences, emphasized in sales and sales-supporting tasks performed by distributive employees and management personnel in establishments engaged in selling merchandise purchased for resale to customers for personal, household, business or farm use, which are not listed above. (Specify)

04.31 00 00 Other Wholesale Trade - Include here other instructional programs and learning experiences emphasized in sales and sales-supporting tasks performed by distributive employees and management personnel in places of business engaged primarily in selling goods to retailers, industrial, commercial, institutional and professional users, or bringing buyer and seller together, which are not listed above. (Specify)

04.99 00 00 Other Instructional Programs - Include here other organized instructional programs and learning experiences, emphasized in marketing functions performed by employees, managers, and/or proprietors in establishments engaged in selling products or providing services to individuals and business establishments which are not classifiable as either retail or wholesale in nature and function. (Specify)

FILMED FROM BEST AVAILABLE COPY

"DEVELOPING FUTURE LEADERS



FOR MARKETING AND DISTRIBUTION"